

ABSTRACT

The present invention relates to the display of advertising material on a personal versatile recorder (PVR) 10 during trick play modes. Television or other program material 20 is stored on a PVR. Advertising material is also stored on the PVR. One or more memory
5 devices (e.g., program file 20 and ad file 30) may be provided for storing the program material and advertising material on the PVR. A display engine 40 is provided which is associated with the one or more memory devices for providing display output 50. A motion control engine 70 is used to direct the display engine 40 to merge the advertising material 30 with the program material 20 during PVR trick play modes such that the advertising material
10 30 is displayed, e.g., on a display device 100. The trick play modes may include pause, scan forward, scan backward, jump, still frame display, and the like. An ad selection engine 60 may be provided for controlling the advertising material to be displayed.

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